



PEMCO Northwest Poll – Wildfire and Smoke 2024

PEMCO Mutual Insurance commissioned this independent survey, conducted by Qualtrics, that asked Washington and Oregon residents questions about attitudes toward current Northwest issues. The sample size, 420 respondents in the Seattle Metro (King, Snohomish, Pierce Counties) region, 402 respondents in the Portland Metro (Multnomah, Marion, Clackamas, Washington Counties), and 383 respondents in the Spokane area (Spokane and Stevens Counties) yields an accuracy of +/- 5.0% respectively at the 95% confidence level. In other words, if this study were conducted 100 times, in 95 instances the data will not vary by more than the associated error range.

How concerned are you about the possibility that wildfire could threaten your personal safety, your home, or another property you own or rent?

Wildfire Concern	Overall	Portland	Seattle	Spokane
Very concerned	30%	28%	27%	36%
Somewhat concerned	28%	28%	26%	31%
Slightly concerned	24%	25%	24%	22%
Not at all concerned	17%	17%	22%	11%
Don't know	1%	2%	1%	1%

How likely are you to prepare for the effects of wildfire and smoky air before the threat is imminent in your community?

Wildfire preparation likelihood	Overall	Portland	Seattle	Spokane
Extremely likely	19%	14%	21%	23%
Very likely	26%	26%	25%	29%
Somewhat likely	26%	31%	23%	25%
Not too likely	19%	20%	24%	14%
Not at all likely	7%	7%	6%	7%
Don't know	2%	2%	1%	1%



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What does your household typically do during wildfire season in order to protect yourselves and your home from the threat of fire and/or smoke? Please check all that apply.

Wildfire preparation steps	Overall	Portland	Seattle	Spokane
Use air purifier	50%	53%	50%	47%
Water the surrounding area	46%	45%	44%	49%
Trim trees/bushes	38%	37%	39%	39%
Improve window seals	31%	30%	34%	30%
Replace air filters	31%	34%	26%	34%
Install specialized AC	31%	28%	33%	33%
Nothing	34%	16%	18%	15%
Other	3%	4%	3%	3%

How concerned are you about polluted and smoky air resulting from wildfires?

Wildfire air quality concern	Overall	Portland	Seattle	Spokane
Very concerned	51%	50%	50%	54%
Somewhat concerned	29%	30%	28%	30%
Slightly concerned	15%	16%	17%	11%
Not at all concerned	4%	3%	5%	4%
Don't know	1%	1%	0%	0%



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During wildfire season when it's smoky where you live, how much do you rely on the AQI to determine your plans for the day?

AQI reliance	Overall	Portland	Seattle	Spokane
Always	22%	15%	22%	28%
Usually	29%	28%	30%	30%
Sometimes	23%	25%	22%	22%
Rarely	11%	12%	11%	10%
Never	12%	15%	12%	8%
Don't know	4%	5%	4%	3%

Which of these types of changes might you decide to make if the air quality is poor due to smoke? Please check all that apply.

Air quality lifestyle changes	Overall	Portland	Seattle	Spokane
Avoid exercising outdoors	52%	50%	54%	51%
Avoid spending time outdoors	24%	25%	23%	25%
Keep windows tightly shut and doors closed	6%	9%	7%	3%
Make sure vulnerable people in my household avoid spending time outdoors	9%	7%	9%	12%
No changes	6%	7%	5%	7%
Running an air purifier	2%	2%	1%	2%
Wear a mask outdoors	1%	1%	1%	1%